



Ali Suleman Ali

Nationality: Syrian

Date of Birth: 21st May 1981, Lattakia, Syria

Marital status: Married

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Education:

Hotel Institute,

certificate in hospitality management

Profile:

I am an energetic and enthusiastic person who enjoys a challenge and achieving personal and professional goals. My main strengths are adaptability and the determination to get the job done in challenging environment.

Professional Experience:

- **Head of Operation for MADO – UAE** 2017 – present
<http://mado.com.tr/kurumsal/firma-profil/>

MADO is A-Turkish Restaurant and café Franchise operating since more than 160 Years with more than 200 outlets around turkey and they have started it globally since 1992 with more than 450 Branches around Europe, Asia, Australia and Meddle East, however Mado is serving traditional Turkish food and sweets with authentic taste of Turkey.

- Responsibilities:
 - responsible for the overall standards of the franchise across Emirates.
 - Responsible for all new opening as per the 5 years development plan, we did many openings as below;
 - MADO Sharjah on June/2017
 - MADO City Center Fujairah on November/ 2017
 - MADO City Center Ajman on December/ 2017
 - MADO Al Manar Mall at Ras Al Khaimah December/ 2018
 - MADO blueWater Dubai 2019
 - MADO Al Rhmmania to be open at 1st Quarter of 2021
- Reviewing and negotiating new franchise lease agreement, cooperating with concern

department to finalize the visibility study for all new project for final approval from Shareholders

- Studying and approving promotion / LTO and new discounts to improve sales performance
- Establishes restaurant business plan by surveying restaurant demand, confirming with people in the community, identifying and evaluating competitors.
- Controls purchases orders and inventory Movement by meeting with account manager, approving prices and contracts, developing preferred supplier lists, reviewing and evaluating usage reports, analyzing variances; taking corrective actions.
- Maintains operations by preparing policies and standard operating procedures, implementing production, productivity, quality, and patron-service standards.
- Maintains customers satisfaction by monitoring, evaluating, and auditing food, beverage, and service offering.
- Accomplishes restaurant and bar human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining management staff; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions, planning and reviewing compensation actions, enforcing policies and procedures.
- Maintains safe, secure, and healthy facility environment by establishing, following, and enforcing sanitation standards and procedures; complying with health and legal regulations, maintaining security systems.
- Accomplishes company goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Maintains professional and technical knowledge by tracking emerging trends in the restaurant industry.
- Reviewing and approving yearly budgeting and setting the plan with concerns departments heads to approach it in professional manners.
- Monitoring Stock & consumption movement and planning the overseas order with Procurement's Dep.

- **Operation Manager at IMG Worlds of Adventures.**

2015– 2016

The world largest indoor theme park.

Managing 28 F&B outlets:

- 7 table services
 - 9 Counter services
 - 12 Carts
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- Responsible for maximizing revenues and flow through to meet budgeted.
 - Managing expenses to achieve maximum flow through to the bottom-line profit.
 - Tracking labor spending and providing input regarding capital projects and initiatives.
 - Identify and seeks out potential business in local market and Coordinates and implements sales and marketing activities.
 - Strong competency at branding, market segmentation and gap analysis.
 - Assisting in the preparation of budget and forecasts.
 - Supporting strategic planning & long term development operational, financial and service goals for the F&B outlets

- **Armani/Dubai Caffè**

2013 - 2015

The Armani/Dubai Caffè is the latest addition to the premium Milanese restaurant concept created by Giorgio Armani. Reflecting the personal taste of the fashion designer, the kitchen offers an Italian menu in which simple elements are combined with sophisticated flair.

- **Area Manager**

- **Responsibilities:**

- Manage all F&B and day-to-day operations within budgeted guidelines and to the highest standards
- Preserve excellent levels of internal and external customer service

- Design exceptional menus, purchase goods and continuously make necessary improvements
- Identify customers' needs and respond proactively to all of their concerns
- Lead F&B team by attracting, recruiting, training and appraising talented personnel
- Establish targets, KPI's, schedules, policies and procedures
- Provide a two-way communication and nurture an ownership environment with emphasis in motivation and teamwork
- Comply with all health and safety regulations
- Report on management regarding sales results and productivity
- Proven food and beverage management experience
- Working knowledge of various computer software programs (MS Office, Micros, POS)
- Ability to spot and resolve problems efficiently
- Mastery in delegating multiple tasks
- Communication and leadership skills
- Up to date with food and beverages trends and best practices
- Ability to manage personnel and meet financial targets
 - Guest oriented and service minded

- ARMANI CAFFÉ, The Dubai Mall, Dubai, UAE

2010 - 2013

- Restaurant Manager

- Responsibilities:

- Ensure that the outlet operations and brand guidelines are adhered to as required by the company and the franchise standards.
 - Oversee all cash management procedures including system transactions, control the voiding system, opening & cash out procedure, system reconciliation, daily banking procedures etc.
 - Handle customer queries/comments to maximize customer satisfaction.
 - Prepare weekly reports and provide relevant feedback and suggestions to the Area/ Operations Manager to maximize operational efficiency.
 - Seek new opportunities to drive and create additional sales
 - Maintain optimum stock levels to ensure smooth running of operations to cater to customer demands.
 - Ensure all products delivered to customers are as per brand standards.
 - Manage wastage and variance as per agreed targets.
 - Adhere to the strict statutory requirements and established health, hygiene & safety policies and standards within the Outlet
 - Manage staff schedules and leave plans to ensure optimum staffing at all times.
 - Gather market intelligence and provide feedback to enable the Area/ Operations Manager to plan future strategies and action plans to stay ahead of competition, increase sales.
 - Ensure compliance with all legislation and ATG policies and procedures
 - Provide leadership and direction to subordinates towards the achievement of goals and objectives.
 - Guide and motivate subordinates to enhance performance and produce quality work, and ensure that they are continuously developed for higher level

- EMPORIO ARMANI CAFFÉ, Mall of the Emirates, Dubai, UAE

2008 - 2010

- Assistant Restaurant Manager

- Responsibility

- Ensure that the outlet operations and brand guidelines are adhered to as required by the company and the franchise standards.
 - Provide information and advice customers on the menu and keep abreast with all the

latest products and services that will be offered.

- Oversees system transactions and control the voiding system, opening & cash out procedure, system reconciliation, and daily banking procedure.
- Handle customer queries /comments to ensure customer satisfaction and delight.
- Prepare weekly sales reports, weekly profit & loss statements, all required MIS reports and provide relevant feedback and suggestions to the Manager to maximize operational efficiency.
- Maintain optimum stock levels, without generating excessive wastage, to ensure smooth running of operations to cater to customer demands.
- Maintain hygiene standards and monitor regular quality checks for the outlet.

- EMPORIO ARMANI CAFFÉ, Mall of the Emirates, Dubai, UAE Feb 2006 - Mar 2008
 - Captain Waiter, Pre-Opening team for the first Armani cafe in the Middle East.
- Gemini Restaurants, Damascus, Syria Feb 2004 – Feb 2006
 - Restaurant Supervisor
- Al Telal Restaurant, Damascus, Syria Oct 2003 – Jan 2004
 - Head Waiter
- La Cote Bleu, Latakia, Syria Sep 2002 – Oct 2003
 - Waiter

Professional Trainings;

- On the job coaching
- Creative thinking and innovative problem solving
- Supervising for success.
- Business writing.
- Group Development Program
- HACAAP Training by BOEKER

Skills:

Expert in Micros, Restaurant Manager soft wares, and Microsoft office,

Languages:

- Arabic Language (Mothertongue).
- English Language (Fluent).

References are available upon request.

